Remarks/Arguments:

Claims 1-27 are pending.

Claims 1-18 and 20-27 stand rejected.

Claim 19 is objected to but indicated to be allowable if properly rewritten in independent form to include all the limitations of the base claim and any intervening claims.

Claim 19 has been rewritten in independent form to render it allowable.

Claims 1-7, 10-13, 16-19, 21-24 and 27 are amended.

No new matter is added by the claim amendments. Support for the claim amendments can be found throughout the original specification and, for example, in the original specification at page 20, lines 11-17.

Reconsideration is respectfully requested.

Rejection of Claims 10-12 under 35 U.S.C §112, second paragraph.

In the Office Action, at item 3, claims 10-12 are rejected under 35 U.S.C § 112, second paragraph as being indefinite.

Claims 10-12 have been amended to overcome the rejection under 35 U.S.C § 112, second paragraph.

Reconsideration is respectfully requested.

Rejection of Claims 1-3, 5-10, 12, 17-18, 21 and 23-27 under 35 U.S.C §103(a)

In the Office Action, at item 6, claims 1-3, 5-10, 12, 17-18, 21 and 23-27 are rejected under 35 U.S.C § 103(a) as unpatentable over Reilly (U.S. Patent Publication No.

2006/0014523) in view of Kivipuro et al. (U.S. Patent Publication No. 2002/0062361, hereafter referred to as Kivipuro) and Chang (U.S. Patent No. 6,922,735).

Reconsideration is respectfully requested.

Claim 1

Claim 1 is directed to a method for providing multimedia services in a mobile terminal, and recites:

> storing the downloaded data package in a memory of the mobile terminal ...
>
> loading ... the data package to set the plurality of execution conditions ...
>
> executing the selected predetermined multimedia file or files in accordance with the associated set execution condition.

By loading the data package, any number of predetermined multimedia files included in the data package may be executed in accordance with the associated set execution condition.

Reilly Reference

Reilly discloses downloading screen changes that include sound events as part of the content. The sound events can include ring tones, message alerts, key pressed tones, cover opening/closing tones, and startup/shutdown tones, among others. (See Reilly at paragraph [0044].) Distribution of such content may be provided through Multimedia Message System (MMS). (See Reilly at paragraph [0046].) Reilly, however, is silent regarding a data package which includes "determined execution conditions and predetermined multimedia files, each associated with one of the execution conditions," as required by claim 1. Moreover, Reilly is silent regarding details related to the structure of the data package and, thus, does not provide details regarding loading of such a data package to set the plurality of execution conditions.

Kivipuro Reference

Kivipuro discloses a content packet 20 that includes a data structure 24 having content components 21a-21f (an example of which is the file Singer M.AVI shown in FIG. 7 of Kivipuro). Kivipuro further discloses that the data structure may contain control data whereby the content components 21a-21f are adapted to comply with properties of the wireless communication device. (See Kivipuro at paragraph [0033].) Although Kivipuro discloses content packet 24 for a wireless communication device, it is silent regarding execution conditions and, furthermore and more particularly, the loading of a data package <u>to set such execution conditions.</u>

Chang Reference

The addition of Chang does not overcome the deficiencies of Reilly in view of Kivipuro. This is because, Chang does not disclose or suggest "loading, in the mobile terminal, the data package [which includes the determined execution conditions and predetermined multimedia files, each associated with the determined execution conditions] to set the plurality of execution conditions," (brackets added). Instead, Chang discloses that a given executable file stored in the file storage facility 17 includes not only program information which the co-processor uses to perform the desired function, but also includes non-program information associated with the program information. For example, the non-program information could include platform requirement information, set parameters, or other general properties of the program. In Chang, the Application Program Interface (API) 16 distinguishes the program information from the non-program information, and provides both sets of information to the server 15. Based on the non-program information, the server can, for example, make a determination as to which of the plurality of available co-processors are suitable for execution of the desired program, and can then forward the program information to the selected co-processor. (See Chang at column 2, lines 63 to column 3, line 9.) Chang, however, is silent regarding execution conditions and, more particularly, the loading of a data package to set such execution conditions.

Accordingly, it is submitted that claim 1 patentably distinguishes over Reilly in view of Kivipuro in further view of Chang for at least the above-mentioned reasons.

Claims 12 and 18

Claims 12 and 18, which include similar but not identical features of those of claim 1, are submitted to patentably distinguish over Reilly in view of Kivipuro in further view of Chang for at least similar reasons to those of claim 1.

Claims 2-3, 5-10, 17, 21 and 23-27

Claims 2-3, 5-10, 17, 21 and 23-27, which include all of the limitations of claim 1, claim 12, or claim 18, are submitted to patentably distinguish over Reilly in view of Kivipuro in further view of Chang for the at least the same reasons as claim 1, claim 12 or claim 18.

Rejection of Claims 4, 16 and 22 under 35 U.S.C. § 103(a)

In the Office Action, at item 7, claims 4, 16 and 22 are rejected under 35 U.S.C. § 103(a) as unpatentable over Reilly in view of Kivipuro and Chang in further view of Lutnaes (U.S. Patent Publication No. 2001/0053707).

Reconsideration is respectfully requested.

Claims 4, 16 and 22, which include all of the limitations of claim 1 or claim 12, are submitted to patentable distinguish over Reilly in view of Kivipuro in further view of Chang for at least the same reasons as claim 1 or claim 12.

The addition of Lutnaes does not overcome the deficiencies of Reilly in view of Kivipuro in further view of Chang. This is because, Lutnaes does not disclose or suggest details of a data package, as recited in claim 1. Instead, Lutnaes merely discloses that software can determine the function of each key 9 of a portable phone. The touch screen display 20 in Lutnaes detects which key 9 has been pushed and carries out the desired function. That is, Lutnaes discloses an association between each key 9 and a corresponding desired function. But, Lutnaes is silent regarding anything related to the association between execution conditions (e.g. the publishing of a key 9) and multimedia files of a data packet and, more particularly, "loading ... the data package to set the plurality of execution conditions," as required by claim 1 and similarly by claim 12.

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Accordingly, claims 4, 16 and 22 are submitted to patentably distinguish over Reilly in view of Kivipuro and Chang in further view of Lutnaes for at least the above-mentioned reasons.

Rejection of Claims 11 and 13-15 under 35 U.S.C. § 103(a)

In the Office Action, at item 8, claims 11 and 13-15 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Reilly in view of Kivipuro and Chang in further view of Lim (a Publication entitled "Changing Faces--The Ericsson A2618s (Part 1/2)."

Reconsideration is respectfully requested.

Claims 11 and 13-15, which include all the limitations of claim 1 or claim 12, are submitted to patentably distinguish over Reilly in view of Kivipuro in further view of Chang for at least the same reasons as claim 1 or claim 12.

The addition of Lim does not overcome the deficiencies of Reilly in view of Kivipuro in further view of Chang. This is because, Lim does not disclose or suggest "the data package including the determined execution conditions" and "loading, in the mobile terminal, the data package to set the plurality of execution conditions and predetermined multimedia files," as required by claim 1 or "generating and storing a data package including the execution conditions and corresponding multimedia files according to the execution conditions" and, "loading in the mobile terminal, a data package to set the execution conditions," as required by claim 12. That is, Lim is silent regarding the use of a data package having execution conditions. Instead, Lim discloses that different melodies can be set for when the phone is turned-off, and images of your better-half or a favorite pop star can be downloaded and made to be the opening and closing animation at the event of a startup or a shutdown of the phone. Lim, however, does not disclose any details of how these operations occur.

Accordingly, claims 11 and 13-15 which include all the limitations of claim 1 or claim 12, are submitted to patentably distinguish over Reilly in view of Kivipuro and Chang in further view of Lim for at least the above-mentioned reasons.

Rejection of Claim 20 under 35 U.S.C. § 103(a)

In the Office Action, at item 9, claim 20 is rejected under 35 U.S.C. § 103(a) as unpatentable over Reilly in view of Kivipuro and Chang in further view of Moriai et al. (U.S. Patent Publication No. 2002/0035692, hereafter referred to as Moriai).

Reconsideration is respectfully requested.

Claim 20, which includes all of the limitations of claim 18, is submitted to patentable distinguish over Reilly in view of Kivipuro in further view of Chang for at the same reasons as claim 18.

The addition of Moriai does not over come the deficiencies of Reilly in view of Kivipuro in further view of Chang. This is because, Moriai does not disclose or suggest:

> a package data managing part for storing the package data
> generated from the package data generating part, for
> downloading the package data to the mobile terminal according
> to a predetermined condition, for loading the package data to
> set the execution condition and for selecting, responsive to user
> input, the associated one or ones of the plurality of multimedia
> files for execution ... ,

as required by claim 18. Instead, Moriai discloses that a licensor can encrypt content data, (music data) and distribute the encrypted music data on the cellular phone network of distribution carries 20. (See Moriai at paragraph [0053].) Moriai further discloses additional information (plain text information) distributed together with the encrypted content data. (See Moriai at paragraph [0067].) This additional information includes license information, content ID and access restriction information AC1. Moriai, however, is silent regarding the recitation in claim 18 of "... a package data managing part ... for loading the package data to set the execution conditions." This is because, Moriai does not discuss the use of execution condition with the encrypted content data. The plain text information sent with the content data in Moriai is merely information regarding the copyright of the content data and does not disclose or suggest anything related to loading the package data <u>to set execution conditions</u>.

Accordingly, claim 20 is submitted to patentably distinguish over Reilly in view of Kivipuro and Chang in further view of Moriai for at least the above-mentioned reasons.
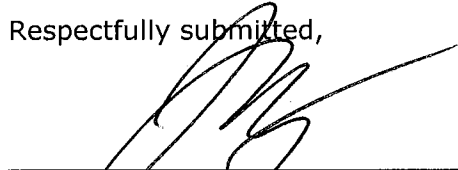
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Conclusion

In view of the claim amendments and remarks, Applicants submit the application is in condition for allowance, which action is respectfully requested.

Respectfully submitted,

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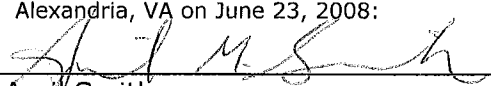Attorneys for Applicants

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I hereby certify that this correspondence is being electronically transmitted to: Commissioner for Patents, Alexandria, VA on June 23, 2008:

April Smith

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